

Course No.		Lecture No.		Course Title (Subtitle)	Understanding Global Competitiveness of Korean Companies	Credit	3
Representative Instructor	Name	Jaeyong Song/ Sun Hyun Park	(post :		)	Homepage	
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	Office Hour/Place :						

Prerequisite Course					
*1. Purpose of Course	This course will enhance students' understanding of the Korean companies' global competitive advantages by learning the theories and practices of corporate strategies underlying the company's global success. The class will focus on team assignments on a Korean company in the manufacturing, beauty, and IT/platform industries. The team assignments will include 1) finding/analyzing the current strategic issues of the assigned company, 2) company visit and meeting with the management, and 3) providing the team's own solutions as a form of recommendations to the company's top management team. In doing so, students will sharpen their analytical skills of the current business strategic issues, increase their understanding of the relevant industry backgrounds, and hone the communication skills.				
*2. Materials and Reference	All the class materials/references will be posted to the intranet. No textbook is assigned				
*3. Evaluation (%)	Attendance	Final Presentation	Final Report	합계	
	20	30	50	100	
	Attendance Policy :		Students who are absent for over 1/3 of the class will receive a grade of 'F' or 'U' for the course. (Exceptions can be made when the cause of absence is deemed unavoidable by the course instructor.)		
	Other Remarks :				
*4. Lecture Plan	<p>Class meets every Monday, Wednesday, and Thursday from 6/29 to 7/28</p> <ul style="list-style-type: none"><li>○ Introduction (6/29) Course Introduction / team assignment to project company</li><li>○ Week 1 Understanding Global Competitiveness of Korean Companies : Lecture + project group work on the company pre-analysis plan</li><li>○ Week 2 From Imitation to Innovation – Korean Company's Growth : Lecture + project group work on the company pre-analysis plan</li></ul> <p><u>* Assignment 1: submit your company pre-analysis plan</u></p> <ul style="list-style-type: none"><li>○ Week 3 Company Visits (companies in K-beauty, manufacturing, IT/platform industries)</li><li>○ Week 4 : project group work on the company analysis &amp; presentation + Individual Office Hours</li><li>○ Week 5 : Final Presentations + Class Wrap Up</li></ul> <p><u>* Assignment 2: submit your final company analysis presentation</u></p>				

5. Additional Notes for Students		
6. Assistance for Students with Disabilities	Class	<ul style="list-style-type: none"> <li>○ Visual Impairment: Make textbooks(digital textbook, braille textbook, enlarged textbook etc.), Allow note takers</li> <li>○ Physical Disability: Make textbooks (digital textbook), Allow note takers and assistants</li> <li>○ Hearing Impairment: Allow note takers and translators, Allow lecture recording</li> <li>○ Health Impairment: Excuse absence due to health problems, Allow note takers</li> <li>○ Learning Disability: Allow note takers</li> <li>○ Intellectual Disability / Autism Spectrum Disorder: Allow note takers and mentors</li> </ul>
	Assignment & Evaluation	<ul style="list-style-type: none"> <li>○ Visual Impairment / Physical Disability / Hearing Impairment / Health Impairment / Learning Disability: Extend assignment deadlines, Offer alternate assignment submission and response method, Extend testing period, Offer alternate testing method, Offer different testing room</li> <li>○ Intellectual Disability / Autism Spectrum Disorder: Offer individualized assignments and alternative evaluations</li> </ul>
	Others	Students who take this course can get appropriate level of support service including the support listed above depending on the students' individual characteristics and needs through consultation with professors and the Support Center for Students with Disabilities. If you have any questions concerning support service for students with disabilities you can contact Professor ***(Contact Information) or Support Center for Students with Disabilities (02-880-8787).